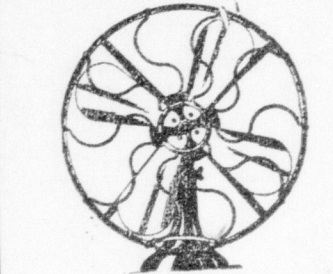


"HYDRO" Electric Fan

brings relief and cool comfort. Get One Today.



\$13.50 and Up
PHONE 3180.
The HYDRO Shop

CORN on the COB

HOME-GROWN. We receive it fresh every day.

EXTRA CHOICE

Home-Grown Tomatoes

EXTRA CHOICE

NEW CLOVER HONEY

Have You Tried Our "Star Brand" Butter? It's the finest in the land. Leave us your Saturday order.

WILLIS & CO.
565 Richmond Street. Phone 3279

GOOD SHOES

in up-to-date styles and lasts, a necessity to the well-groomed man.

A gentleman may consider himself well dressed when he has a new suit, new shirt, clean linen and bright necktie, but a shabby or out-of-date pair of shoes, even when well polished, will detract greatly from the harmony of the outfit. Styles in shoes change almost as often as styles in hats for both men and women and one must give attention to these dictates of fashion if he would be the well-dressed man, whose presence on the street is a pleasure to see, a stimulant to business, attractive to the observer and an enhanced manhood to himself. Let us serve you once with shoes and you will favor us with your continued patronage. Our styles and prices are always up-to-date and right. We specialize in the Florsheim Shoes for Men. \$7.00 and \$8.00.

None Better for Style. None better for Comfort.

J.P. COOK & CO.
The Store that Serves You Best.
Two Stores - Dundas & Richmond Sts.



DIAMOND RINGS, \$5.00 TO \$500.00.
C. H. WARD & CO.
Diamond Merchants and Jewelers.
386 Richmond Street. Phone 1084.

USE CONNELL'S COAL!

Phones 770 and 1096.

Your Child's Eyes-- Do They Need Help?

Though we sympathize with the child who is compelled to resort to glasses, yet, if the eyes need them, it is wrong to deprive them of this comfort. If your child evinces a desire to avoid study, complains of headaches or drowsiness, it may be due to imperfect refraction of the eyes. At all such times, don't be in doubt about this, but have us make a careful examination.

Brown Optical Co.

SPECIALISTS. Phone 1877.
223 Dundas Street.

Taylor's Throat and Lung Balm.

Is guaranteed to cure the worst coughs, colds, or bronchial irritations. Price, 25 cents, and your money back if it fails to cure.

TAYLOR'S SIX CUT-RATE DRUG STORES.

BILLION DOLLAR CROP EXPECTED

After a thorough canvass of various points throughout Western Canada, Dr. McGill of the Dominion Grain Commission is quoted in Calgary as saying that Alberta would have a crop as good as last year, that the Dominion would have a billion dollar grain crop, and that the grain crop of the three prairie provinces would be little if any behind that of last year.

"The country as a whole never looks better than it does at present," said Dr. McGill. "The weather was made to order, as you might say, and I am of the opinion that this year's harvest will be another wonderful one."

Those who contemplate going West will do well to remember that the most fertile districts in Western Canada are served by the line of the C. N. R. and that this season they can travel from their home districts to destination Canadian Northern All the Way.

Arrangements have been made whereby passengers may travel in comfort. Colonist and lunch counter cars being a feature.

The first of these excursions will be run in August; the date will be announced later.

Quality Store

SANDWICH DAINTIES. 25c
Potted Chicken, per tin 25c
Potted Tongue, per tin 20c
Luncheon Sausage, per tin 15c

Try This Store for Breakfast Bacon and Cooked Ham
Fresh Fruit and Vegetables.

Phones: 1024 and 3323.
Harry Ranahan
515 RICHMOND STREET.

BAKERS OF DISTRICT DISCUSS BREAD ACT

Will See That Law Is Enforced—Likely to Increase Prices.

At a meeting of the Western Ontario Bakers' Association held yesterday at the Tecumseh House ways and means were discussed of meeting the campaign of the provincial authorities to enforce the bread act. A resolution was passed to the effect that every baker would be called upon to live strictly up to the requirements of the act.

A discussion took place regarding the price of bread, and it was unanimously agreed that the price would have to be raised in the near future owing to the advance in the price of flour. Final action on this question was not taken.

About fifty bakers from various towns in Western Ontario attended the meeting.

VOICE OF THE PEOPLE

The 153rd.

To the Editor of The Advertiser: The rumor, for it cannot be considered more than a rumor, that the 153rd is to be split, is again in force.

On inquiry around the camp we find the idea does not receive the support of the battalion.

It should be noted that the men who volunteered for transfer to the 111th were mostly city men, men who enjoyed the life of the city, in distinction to the county of Wellington, and there's the rub, Guelph men don't care. From the Royal City they have received nothing but "knocks," and never will. From the county, on the other hand, they have received good treatment, and recognize the fact.

If, as stated today, the 153rd is only temporarily secure, then it is up to the powers that be to see that the battalion is brought up to strength, and there is one way to do it.

Let Guelph quit, and take a back seat in the doings of the 153rd. Let the city men, and they'll fill, and Mr. Editor, don't give too much importance to what is said in Guelph. It doesn't go with the 153rd, for they know Guelph from A to Z.

A PRIVATE.
153rd Battalion, C. E. F.

ALDBOROUGH FARMER DIES OF LOCKJAW

Was Dragged by Calf and Injured His Thumb.

James Cahill, a prominent farmer of Aldborough Township, died in St. Joseph's Hospital yesterday afternoon from tetanus. On August 14, while leading a calf, it suddenly ran around his hand, he could not free himself. He was dragged against a gate, and his thumb badly crushed. Blood poisoning quickly followed, and then lockjaw. He was brought to London and treated by Dr. W. J. Stevenson.

LONDON MAN PRESIDENT

Mr. Althouse Heads New Organization at Sauble Beach.

[Special to The Advertiser.]

SAUBLE BEACH, AUG. 24.—At a meeting of the summer visitors here it was decided to form the Sauble Beach Campers' Association, and Mr. M. Althouse of London was elected president. The main objects of the new organization will be to look after matters pertaining to the best interests of the campers. Rev. Mr. Boyle of Belleville was elected vice-president and Mr. Perkins of Clavering, secretary.

Auto trips up the peninsula have been very popular this summer. J. D. Keenleyside and family of London are at Brockhurst.

FAST MORNING TRAIN TO TORONTO VIA CANADIAN PACIFIC

The fast Canadian Pacific "Queen City Special" leaves London 3 a.m. daily, arrives Woodstock 9:30 a.m., Galt 10:25 a.m. and Toronto 12:15 p.m. The traveling public will find this an exceptionally convenient train. Excellent equipment, including parlor car. Full particulars from H. J. McCallum, city passenger agent, London. 38n 2xv

Spontaneous action is the test of character.—Selected.

Your Soldier Boy

Would surely enjoy one of

PETERS SPLENDID FRUIT CAKES

There's the Finest Fruit in them, and plenty of it.

They will keep until you want to use them.

Sizes suitable for shipping.

PETERS

169 Dundas St.
519 Richmond St.

PRaises WORK OF LONDON COMMANDER IN NO. 3 HOSPITAL

Lieut.-Col. Noel Marshall Tells of Dr. Evans Davis.

NEW OFFICERS ELECTED

Lady Beck Is Again President of the Red Cross Society.

During his address at the annual meeting of the London branch of the Canadian Red Cross Society on Thursday afternoon, Lieut.-Col. Noel Marshall referred to a visit in France to No. 3 Stationary Hospital, and paid a flattering tribute to the efficiency of the unit and the ability of its commander, Lieut.-Col. Evans Davis, son of Very Rev. Dean Davis.

"I understand Col. Davis is a London man, and that you are very proud of him here," said the speaker. "I was telling him about the estimation in which I had found the Red Cross work of the Canadian women was held in all the hospitals I had visited, and you should have seen his chest swell. It must have swelled two or three inches."

A large number of the men of the officers' and men of the unit are Londoners, and three of them formerly Advertiser reporters.

The election of officers for the coming year was an important item of the business of the meeting. Voting by ballot without nomination resulted as follows: Honorary presidents, Mrs. H. A. Bower and Mrs. Becker; president, Lady Beck (re-elected); first vice-president, Mrs. Gordon Wright (re-elected); second vice-president, Mrs. C. R. Somerville (re-elected); third vice-president, Mrs. George T. Brown; corresponding secretary, Mrs. H. G. Kennedy; recording secretary, Mrs. A. T. Edwards (re-elected); treasurer, Mrs. A. E. Cooper.

Hearty votes of thanks were moved to the retiring treasurer, Mrs. George T. Brown, and to the retiring corresponding secretary, Mrs. E. C. Bowker, the out-of-town delegates, who have become well acquainted with Mrs. Bowker through correspondence, claiming the privilege of moving a vote of thanks on their own account to the retiring corresponding secretary.

Vote of Thanks.

While resolutions were in order, on motion of Mrs. Donald McLean, a standing vote of thanks was given to the speaker of the day, Lieut.-Col. Marshall, honorary secretary of the Canadian Red Cross Society. Col. Marshall replying, stated that with the duties which accumulated in his absence he had, coupled with his responsibilities as chairman of the Canadian National Exhibition, which opens on Saturday next, only the very strong inducement of meeting the Western Ontario Red Cross workers was a powerful enough attraction to take him away from Toronto for a whole day at such a busy time.

A vote of thanks on behalf of the visiting delegates to the London ladies for their hospitality was moved by Mrs. Dinsmore and seconded by Mrs. M. Caughington. With regard to this, Mrs. Gordon Wright, who was presiding, referred to the fact that the responsibility of preparing the luncheon had been assumed by the Ladies' Aid of Talbot Street Baptist Church, of which the Red Cross recording secretary, Mrs. A. T. Edwards is president.

Sir Adam Beck, who was in the hall for a short time, was called upon to say a few words, and in the course of a brief speech, regretted the absence of Lady Beck, though, he assured, she felt perfectly safe in staying away, knowing the annual meeting would be as capably managed without her.

The Men's Work.

A report of the Men's Auxiliary of the London branch, prepared by the honorary treasurer, H. Cronyn, was presented as follows: "I beg to submit a condensed report on the campaign for funds, carried out in the earlier part of the year.

As you doubtless remember, upon the Red Cross would mean an expenditure (for supplies and materials) of something like \$6,000 a month, and it was within this view the Men's Auxiliary entered the field. The campaign was largely in the hands of those men who had previously been successful in raising money for the patriotic fund, and the British Red Cross. Thanks to their efforts and the generous response of the citizens of London, pledges were received totalling over \$5,000 per month, a certain number of defaulters, yet, as a whole, the pledges have been promptly redeemed.

We are now in the seventh month since payments became due, and with the time that there has been collected besides some \$50 of interest, a total of \$45,826.91.

Of this amount your society has contributed \$12,725.84. Expenses to date amount to \$47.12. We have cash on hand of \$15,895.95.

Have Done Well.

Expenses of collecting, including printing, postage and clerical help amount to about 1 per cent of the money already received. The experience of the national patriotic fund in Ottawa, dealing with a very much larger sum of money, shows that expenses usually amount to between two and three per cent of the funds administered. Your society, therefore,

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has done well.

The Thinnest Desired

We can slice your meat any desired thickness from as "thin as paper." Our improved slicer is the most modern skill can build. It enables us to give "utmost satisfaction" to our meat customers. Do you prefer your meat thin, medium, thick, with or without rind—just tell us—the machine does the work.

DRIED BEEF COOKED HAM 50c PER POUND.

You will agree our Breakfast and Back Bacon are of the highest quality.

Glasses, 35c, 40c, 75c.
Tins, 15c, 25c, 35c, 45c, 50c.

Gurd's Ginger Ale

Gaining favor daily by its superior goodness. Every one will enjoy the flavor. Buy it and try it.

DRY, per dozen, 90c.
SWEET, per dozen, 75c.

Phone Orders

Have you enjoyed the "lessened labor" of phoning your order? The same care and attention is given as though you "came in." Order early.

T. A. Rowat & Co.
250 Dundas St. Phone 3051, 3052

Faithful Workers.

In her report presented regarding the work done in the Red Cross rooms, Mrs. Godfrey Patterson paid a tribute to the faithfulness of some workers who never miss a Red Cross week day. A number of the workers are kept busy making alterations on garments. In connection with this her statement was: "The life of a constable is not a happy one. Finding fault with work is unlovely and unenviable. But altered garments are never so satisfactory. There are certain patterns and certain measurements which must be followed. Let me make a plea for more careful work."

Purchasing Committee.

Reporting on the purchasing committee, Mrs. Regan said: "Statistics make as a rule tedious reading, but there are causes which glorify the dull detail. Every year of famine and skin of wool plays its part as surely in our national drama as the shell, the fuse, the high explosive with which the sons, husbands and fathers of devoted workers are doing their bit."

Among large purchases reported were such as the following: 22,481 yards of grey flannel; 12,122 yards of grey flannel; 5,956 pounds; huck toweling, 5,558 yards; surgeons' toweling, 23,977 yards; thread, 97 gross; absorbent cotton, 1,225 pounds.

HORSESHOERS ENJOY HALF-HOLIDAY PICNIC

Have Good Program of Sports at Port Stanley.

The Middlesex horseshoers held their annual picnic at Port Stanley Wednesday afternoon.

A feature of the afternoon was a ball game between two picked teams, the following being the players: Henshaw, W. Brown, G. P. Jones, H. Douglas, W. Purst, T. May, S. Lewis, J. Lindsay, and H. Bransbridge. On the other team were W. Keough, S. Lewis, W. Jamison, N. Graham, R. Smith, H. Greenwood, J. Crawford, J. Clark and H. Ward. Henshaw's nine won by the score of 11 to 10.

The following are the results of the races:

Boys, 4 and under—Master Henshaw, Master Willis, Master Johnston.

Girls, 4 and under—Florence Donaldson, 2 Shirley May.

Girls, 7 and under—Laura Prust, 2 Marie Graham, 3 May Johnston.

Boys, 7 and under—Orval Hyatt, 2 Eddie Gilbert, 3 C. Doyson.

Girls, 10 and under—Laura Prust, 2 Marie Graham, 3 May Johnston.

Boys, 10 and under—C. Henshaw, 2 G. Keough.

Girls, 12 and under—E. Chandler, 2 Florence Grievess, 3 Laura Prust.

Boys, 12 and under—Gordon Norman, 2 Clarence Henshaw, 3 Roy Rowcliffe.

Young ladies' race—E. Chandler, 2 Florence Grievess, 3 Marie Graham.

Young men's race—Gordon Norman, 2 Roy Young, 3 Donald Graham.

Boys, 15 and under—Frank Young, 2 W. Brown, 3 W. May.

Married ladies' race—Mrs. Sharp, Mrs. S. Henshaw, Mrs. E. Grievess.

Married men's race, over 35—Mrs. Grievess, 2 Mrs. L. Murphy.

Master horseshoers, 25 and over—S. Henshaw, 2 B. Broughton, 3 L. J. Willis.

Master horseshoers, over 50—Ed. Henshaw, 3 G. Wadsworth, 3 J. H. Smith.

Three-legged race—S. Henshaw and Broughton, 2 L. Willis and W. Prust.

Fast man's race—L. Lamborne, 2 W. Keough, 3 Morris Graham.

Committee men's race—S. Henshaw, 2 S. May, W. Prust.

Jockey travelers' race—L. H. Greenwood, 2 N. May and G. Sampson, 3 Gordon Edgcomb and Leslie Smith.

In a tug-of-war between James Wright Company and the James Cowan Company, the James Cowan Company's team won. The James Cowan Company's team consisted of James Wright, Hector McDonald, Irwin Young, Frank Young, S. Henshaw, John Hedley, James Keys, S. Lewis, Leslie Smith, and H. Greenwood. James Cowan & Co.—F. May, W. Wright, W. Hamilton, C. Sampson, B. Broughton, G. Clappitt, W. May, W. Prust, W. Brown, W. Keller, L. Lamborne.

LISLE HOSE

Women's Lisle Hose, in black, white, pink and palm beach. Regular 59c. Month-end clearance, per pair 47c

COTTON HOSE

Women's Cotton Hose, black and tan. Sizes 8 1/2 to 10. Saturday, per pair 11c

10-CENT TABLE

For Saturday a table of odds and ends, including Stamped Fancy Work, Neckwear, Handkerchiefs, remnants of Ribbon, etc. Choice 10c

ST. THOMAS AUTHORITIES CAUSE REARREST MADE

Charles Jenner Again Taken Into Custody in Ingersoll.

[Special to The Advertiser.]

INGERSOLL, Aug. 24.—Immediately after being allowed out on suspended sentence, Charles Jenner, the young man who a week ago obtained \$100 from the Merchants Bank by false pretenses, was rearrested this afternoon, and is being held for the St. Thomas authorities.

On Friday last Jenner was taken into custody here after an exciting chase, in which a bank clerk, the chief of police and others joined. On the previous Wednesday he obtained \$100 from the bank by impersonating the son of a widely-known farmer to the south of here, and giving false information.

Today he pleaded guilty to the charge, but was allowed to go on suspended sentence on restitution being made and the costs paid.

It is reported that he may be wanted elsewhere than St. Thomas.

FARMERS OF CRINAN FORCED TO BUY OATS

Many Are Arranging to Ship Supply From West.

[Special to The Advertiser.]

CRINAN, Aug. 24.—On account of the failure of the oat crop in this district many of the farmers are making

BUY YOUR SUMMER NECESSITIES AT The Purdom Hardware Co.

THE CHI-NAMEL STORE
Sole Agents for Chi-Namel Varnish and Lowe Bros. Paints

Sterno Canned Heat Outfit. Complete, only .75c